

Vid-Custer's Last Stand

Anti-porn and Native American activists—not to mention “adult” video game players—won’t have Custer’s Revenge to kick around anymore. You remember Custer’s Revenge: the game from American Multiple Industries (AMI) in which General George eluded cacti and a hail of Injun arrows in order to plant his Little Big Horn into a tied-to-a-stake but apparently willing red-skin squaw. The game set off a controversy when AMI introduced it last fall.

Well, shortly after 1982 turned into 1983, Hong Kong games manufacturer JHM Ltd.—maker of Custer’s as well as AMI’s other “adult” cartridges, Beat ‘Em & Eat ‘Em and Bachelor Party—transferred all American distribution rights for the games from AMI to GameSource, a California consortium of veteran adult-video cassette distributors. Simultaneously, GameSource announced the discontinuation of Custer’s Revenge, which never really went on the market.

“We got thousands of let-

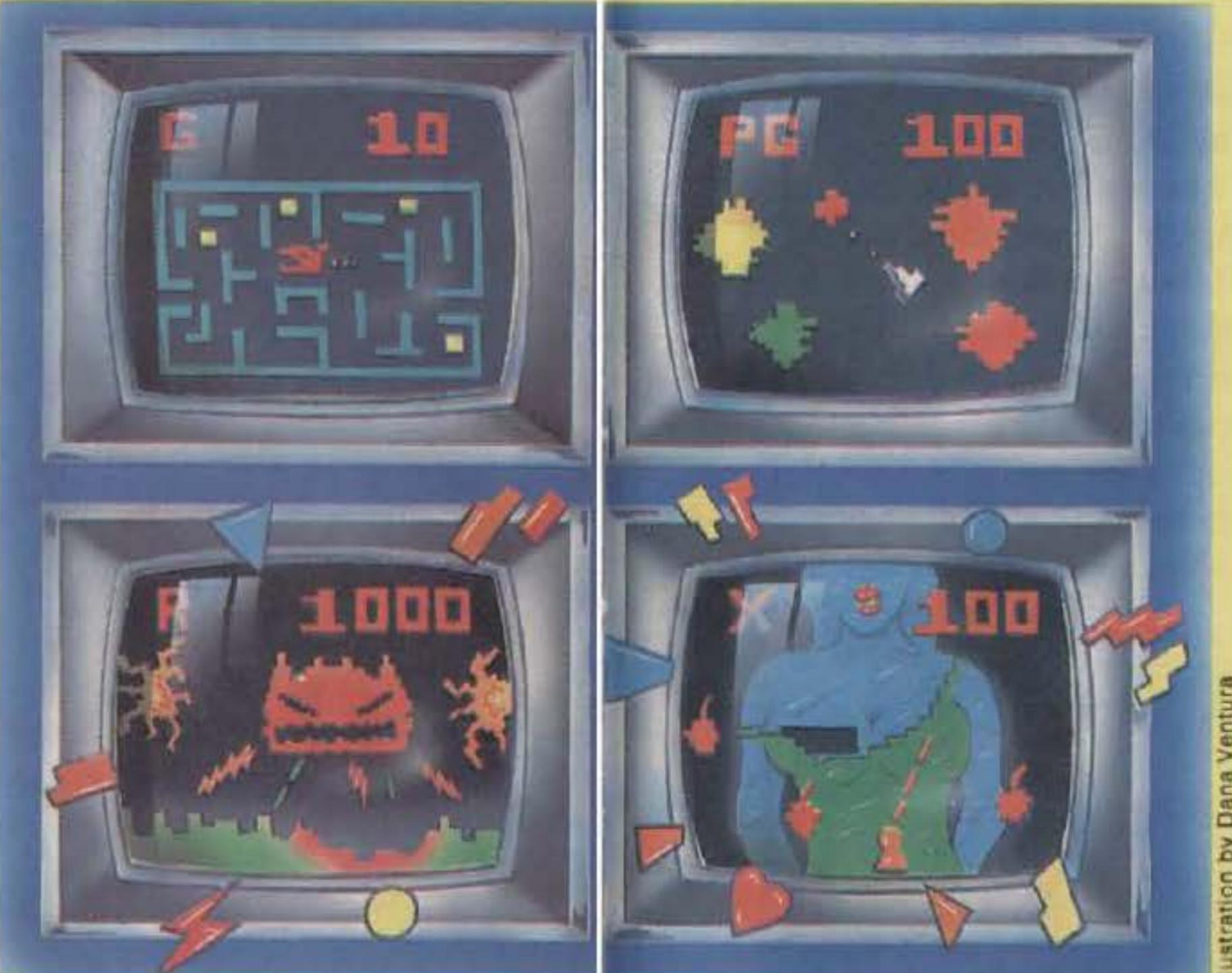


Illustration by Dana Ventura

ters about Custer’s Revenge,” explains GameSource rep Richard Lewis, formerly a spokesperson for AMI. “They were all from women’s groups or Moral Majority types protesting the game. We still maintain that the game didn’t really depict anything like rape or racism, but since the game already had such a stigma in the public eye due to all the protest, it just seemed senseless to keep trying to push it. We’re 100 percent in favor of good sexual fun between consenting video images.”

The GameSource cart-

ters about Custer’s has been discontinued, the X-rated game trend will go on.

uted under the name “Play-Around.” Joining Beat ‘Em & Eat ‘Em and Bachelor Party will be 10 other new games, including Bachelorette Party (the distaff version of Bachelor Party) and Philly Flasher (which Lewis—perhaps fearing more protests—refused to describe). Lewis did say that the new games will have “much better graphics, and will be more challenging and intricate. We’re designing them more for real video game players,

so they’ll stay interested once they get past the ‘dirty joke’ aspect of the games.”

GameSource plans to market its games in “child-resistant” packages: Each box will come complete with a warning as well as locks and keys to keep the cartridges out of the hands of the little ones. Another video game first—“two-in-one” cartridges with openings at both ends for two different games—will also be marketed by GameSource. This should help guarantee some sort of value for the rather high priced (\$50-\$60) PlayAround cartridges.

AMI President Stuart Kesten has maintained a financial share—but no controlling interest—in GameSource. Meanwhile, AMI’s First Amendment suit against New York’s Suffolk County legislature—which last November passed an ordinance banning the sale or use of Custer’s Revenge and Firebug (MUSE’s maze game) because they “promoted and made acceptable the pursuit of destructive, anti-social activities”—has been dropped, now that Custer’s Revenge is gone and Firebug has been altered to seem less like an invitation to arson. —Michael Shore